1. (Previously Presented) A method for optimizing display of information content on a client device, the method comprising:

receiving at a server a request from the client device for information content;

receiving at a server the information content in a first data format from an information source;

determining an efficiency with which the client device can process the information content when the information content is stored in the first data format versus when the information content is stored in a second data format, wherein the first data format does not involve the server applying cascading style sheet pre-processing to the information content, and the second data format involves the server applying cascading style sheet pre-processing to the information content;

determining the transmission capabilities of a wireless communication link used to send the information content to the client device;

based on the efficiency with which the client device can process the information content in the first and second data formats, and the transmission capabilities of the wireless communication link, determining whether to transform the information content at the server from the first data format to the second data format; and

sending the information content to the client device in the first data format or the second data format.

2. (Previously Presented) The method of claim 1, further comprising:

determining that the wireless communication link has changed and a second wireless communication link is being used to send the information content to the client device; and

using a pre-set transformation mode associated with the second wireless communication link to determining whether to transform the information content at the server from the first data format to the second data format.

3. (Previously Presented) The method of claim 1, wherein determining whether to send the information content to the client device in the first data format or the second data format comprises determining whether to send the information content to the client device with no content transformations.

4. (Previously Presented) The method of claim 1, further comprising:

when the wireless communication link allows for high bandwidth communication, sending the information content to the client device in the first data format as received from the information source; and

when the wireless communication link allows for low bandwidth communication, transforming the information content from the first data format to the second data format and sending the information content to the client device in the second data format.

5. (Previously Presented) The method of claim 1, further comprising the client device detecting the transmission capabilities of the wireless communication link and switching between receiving the information content in the first data format or the second data format based on the transmission capabilities.

6. (Previously Presented) The method of claim 1, wherein determining the transmission capabilities of the wireless communication link used to send information content to the client device comprises:

determining if the wireless communication link is an IEEE 802.11 WiFi communication link; and

if so, sending the information content to the client device in the first data format as received from the information source.

7. (Previously Presented) The method of claim 6, further comprising after performing an authentication of the client device on the IEEE 802.11 WiFi communication link, switching between receiving the information content in the first data format to receiving the information content in the second data format.

8. (Previously Presented) The method of claim 1, wherein determining whether to transform the information content from the first data format to the second data format further comprises considering criteria specified by a user of the client device.

9. (Previously Presented) The method of claim 1, wherein determining the efficiency with which the client device can process the information content when the information content is stored in the first data format versus when the information content is stored in a second data format comprises determining a time required to transform the information content from the first

data format to the second data format determining a time required to transform the information content from the first data format to the second data format at the client device.

10. (Previously Presented) The method of claim 1, wherein determining the transmission capabilities of a wireless communication link used to send the information content to the client device comprises determining a time required to transmit the information content via the wireless communication link in the first data format and in the second data format.

11-22. (Cancelled)